

7 FLASHY NEW

MOBILE AD CREATIVES

FOR 2023

MOBKOI

WHAT DOES THE FUTURE OF AD CREATIVES HOLD?

Mobile advertising has become a critical aspect of modern-day marketing programs, and with the ever-evolving technological advancements, advertisers must stay ahead of the game to capture their target audience's attention.

This guide showcases seven flashy new mobile ad creatives that are guaranteed to elevate your marketing campaigns. From interactive video to augmented reality and gamification, discover creative ideas that will help you unlock the full potential of mobile advertising and gain a leg up on the competition. Get ready to be inspired and take your mobile advertising to the next level with these future-proof creative strategies.

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AUGMENTED REALITY

Augmented reality is already making its [mark on mobile advertising](#). Shopify recently compiled statistics on these creative types, reporting that 38% of marketer respondents to one survey said [they are using AR](#) in 2022. That's up 15 percentage points from 2017, a trend that's likely to continue to skyrocket as AR technology becomes more accessible and user-friendly.

Augmented reality essentially allows customers to virtually try on and interact with products on their phones wherever they are. At its core, it brings the in-store shopping experience to a user's own space. But it also does so much more than that.

AR ad campaigns empower consumers to get a hyper-realistic preview of products. Whether that be how different glasses frames look on their face to how a couch would look in their living room. It's a great way to engage consumers with products and reduce buyer's remorse and returns.

ARTFUL AR ADS

See this flashy creative ad type in action to the right.. One of the most popular immersive mixed reality experiences is a model viewer. This high-quality ad gives users a 360 view of the product, and superimposing it allows consumers to experience it in their own space.

A mobile shopper can see how a different color handbag will appear on her desk or how a new TV would look in his media room. Superimposing true-to-life size virtual products into real settings allows users to see if a product matches their aesthetic.



VIRTUAL REALITY

As opposed to AR, which focuses on bringing individual products and objects to life, virtual reality creates a fully virtual space for consumers to experience. VR, as you likely know, involves VR headsets and more advanced (and expensive) technology to create a fully immersive experience. As the experts at McKinsey explain, this [totally immersive experience](#) is powered by a mix of external cameras, sensors, and more to create a seamless virtual world.

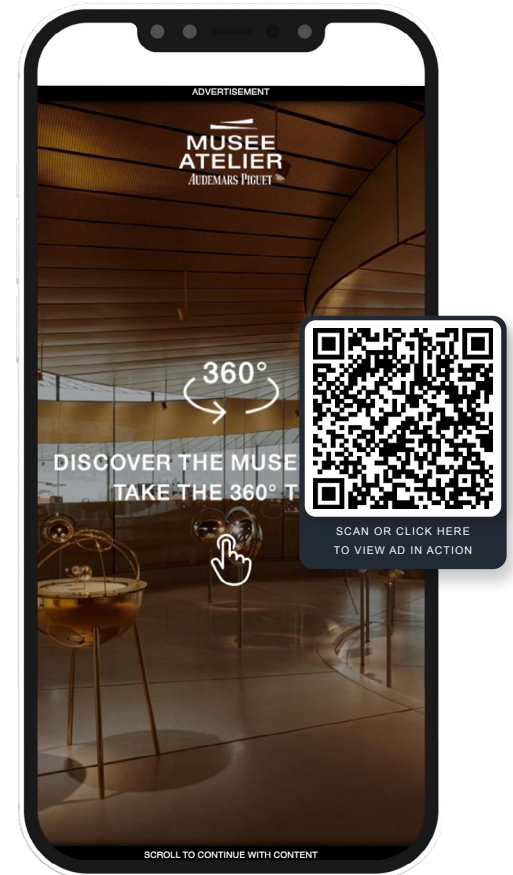
Now, we know what you're thinking. Most consumers don't have access to this technology, so is it a viable option for advertisers and brands? The answer is a resounding yes.

At MOBKOI, our take on VR ad creatives is a little different from the industry definition. Rather than needing VR headsets and other tech, our VR ads allow consumers to interact with a virtual world from their mobile device.

Some top creatives that utilize VR include creating virtual showrooms and storefronts for consumers to engage with. These types of ad creatives allow users to explore the world created by brands from the comfort of their own homes.

INTERACTIVE VR ADS

Ready to experience virtual reality without the need for a bulky and expensive headset? Check out this stunning example that transports you directly to Musée Atelier. Browse around and take a 360° tour like you would in-person in this truly immersive experience.



GAMIFICATION

The numbers don't lie, consumers can't get enough of advergames. These ad creatives are the perfect combination of advertising and gaming that instantly grab consumer attention...and keep it! Gamified ads help brands:

- Capture consumer attention for [longer than any other ad format](#) at 23.5 seconds
- Improve engagement rates, especially among younger generations.
- Increase brand awareness in a non-intrusive way.

We love these ad creatives because the possibilities for personalization and branding are truly endless. The MOBKOI gamification suite offers over 10 different kinds of games to choose from, perfect for boutique to broadly marketed brands and everything in between.

Advergames can vary in complexity and can be as simple as a word search, or they can pay homage to classics like Space Invaders and whack-a-mole to trending games like Wordle. When brands create ads of this type, they can add bespoke elements and personalization that align with their voice and image. This really elevates the interactivity and keeps consumers in-unit interacting with the brand – all in an environment that is true to their brand identity too.

THE G.O.A.T OF GAMIFICATION

Creative advertising is equal parts creativity, branding, and utilizing the right technology. Without one of these parts, your mobile gaming ad is sure to fall flat.

The Strongbow campaign is an example of this trifecta in action. Experience this ad (and a break for some fun) for yourself.

[Learn more about advergaming](#) and how it can benefit your brand in 2023.



INTERACTIVE VIDEO ADS

According to HubSpot, people are [watching more videos online](#) than ever before. And what better way to reach them than through mobile?

Consumers continue to engage with video ads on their mobile phones and devices, so much so that 87% of video marketers reported to HubSpot that video delivered them a positive ROI last year. Brands can continue to capitalize on this trend in 2023 by utilizing interactive and unique video formats.

In other words, don't settle for basic videos this year. At MOBKOI, our flashy video ad creatives range from full-screen auto-play videos to interactive long-form videos and video selectors. Always tailored to your branding and goals.

Our creative team specializes in bringing unique video assets to life that tell a brand's story in the most compelling way. And we know what it takes to leverage video to achieve various KPIs. The opportunities for how to use video assets are endless, and they're an especially solid investment for brands because of their ability to capture consumer attention.

AWARD-WINNING VIDEO AD

Not all video ads are created equal. Check out this award-winning video ad that allows users to choose their advertising experience based on the car features they're interested in.

This campaign was [shortlisted for the Drum Awards in APAC](#). The video ad showcases the mesmerizing experience of driving modes in different terrain/weather conditions by allowing users to select and play multiple videos from a dashboard that looks like the actual car monitor.



BESPOKE DISPLAY ADS

This year, it's time to make the most of mobile display ads.

Size is one of the [key drivers of attention](#) and can improve ad performance across the board. Full-screen interscroller ads with bespoke elements are a proven way to ensure consumers see, and absorb, your elevated brand messaging.

The Interscroller is a type of mobile display ad that reveals the ad content as the reader scrolls down the visited web page. When the user scrolls to reveal 85% of the placement, it can snap to take over the entire screen. The user can opt out of the screen simply by scrolling to dismiss the ad – making for a non-disruptive, polite experience.

Full-screen ads that are unmissable naturally have a strong CTR, and when combined with bespoke elements like special effects or animation, brand impact significantly improves. These effective ads are all about creating a complementary creative mobile ad that's immersive (even if it's not interactive) and branded.

Another way to utilize display ads this year is to take the less is more approach. With various layouts to choose from, brands can tailor unique and bespoke elements to fit each campaign. By choosing different layouts that are lighter in weight, they are loaded faster to enhance the user experience on mobile.

BEAUTIFUL BESPOKE DISPLAY AD

Display ads might be a dime a dozen, but 100% full-screen display ads with bespoke elements are truly eye-catching. Explore this stunning and polite advertising experience for yourself to the right.



SHOPPABLE ADS

Online shopping has been around for decades, making it more convenient for shoppers to purchase everything they need from the comfort of their home. But now, more users than ever before are using their mobile devices to make these purchases.

According to Shopify, [mobile commerce volume](#) is expected to hit \$620.97 billion by 2024. To put that in perspective, that means nearly half (42.9%) of all e-commerce purchases will be made via a mobile device.

Consumers, especially the younger generations, are extremely comfortable doing their online shopping on mobile. With a few taps of the screen, they can have everything from their weekly groceries to a new outfit delivered to their door.

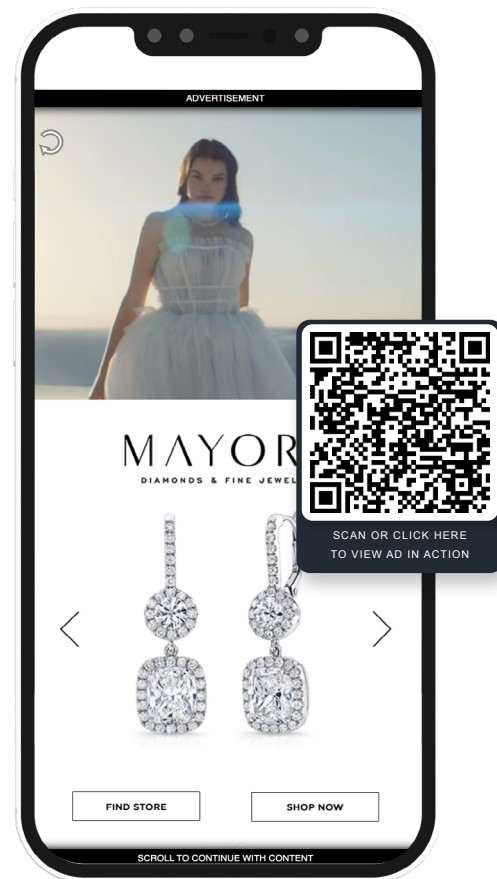
Shoppable ads streamline this process even more. Consumers can add items to their cart or make a purchase directly from an ad. These ad creatives are incredibly well-rounded and can provide brands with plenty of insight into performance without having to ask the user to do much.

When consumers interact with the ad, it can take them directly to the e-commerce landing page to create a seamless user experience. At the same time, brands can track and optimize which products are clicked on the most to perfect their mobile marketing strategy and drive ROI.

SHOPPABLE CREATIVE THAT SHINES

Mobile shopping has become so commonplace that even diamonds are purchased by phone! Take a look at this gem of a shoppable ad unit that displays fine jewelry options via a carousel, along with a store locator and a clear 'Shop Now' CTA for users to make a purchase (if they so choose).

[Watch the webinar](#) to learn more about this brilliant campaign and shoppable ad unit that achieved a 0.67% engagement rate - 2.2x the mobile display benchmark!



REAL-TIME REACTIONS

The last emerging trend for ad creatives in 2023 is Real-Time Reactions. This unique ad format is ideal for brands wanting to reach younger audiences, since it mimics the interactions that happen on popular social media platforms.

Let's pull back the curtain a bit on this ad creative.

Real-Time Reactions can be added to full-screen display units, galleries, or video units, making it a versatile investment. It allows users to react to the ad by tapping on a selection of emojis in real time.

These creative ads are also highly customizable. The emojis can be changed to fit your brand and advertisers can also choose whether they want to show users the total number of reactions in each emoji and/or whether to display others' reactions in real time.

REACT TO THIS REAL-TIME AD

Let your opinion be heard.

As you can see from this example of a Real-Time Reaction ad, this ad can be used for more than sharing reactions. It can be a way to create a community or shared experience among consumers or a creative take on a traditional poll.



TAKE MOBILE ADVERTISING BY STORM IN 2023

It's no secret that consumers have short attention spans, especially when it comes to scrolling on mobile. Ads need to be as attention-grabbing as possible in order to stand out, and these flashy creatives are a great place to start.

From interactive ads to immersive full-screen experiences, MOBKOI is here to help brands and agencies master mobile advertising this year.

**REACH OUT TO ONE OF OUR EXPERTS TO LEARN MORE ABOUT HOW WE
CAN HELP BRING YOUR MOBILE ADS TO LIFE**

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